

# CORPORATE & FAMILY SPONSORSHIP OPPORTUNITIES

# EVERYBODY PLAYS

*Funding  
Adaptive  
Recreation &  
Socialization  
for the  
Brain Injury  
Community*



March 23, 2024

Kiwanis Park  
Tempe, AZ



Brain Injury  
Alliance  
ARIZONA

[biaaz.org/rwr](http://biaaz.org/rwr)

# MESSAGE FROM OUR 2024 EVENT CHAIR

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***Make time every day to improve upon your physical and mental wellness.***

Dear Friends,

I want to tell you **what your support for the Run, Walk & Roll event truly means**. This amazing event **models true inclusivity and improves the quality of life for brain injury survivors**.

First, there's the event itself. The option to participate virtually and inclusion of a 1-mile Fun Run means **all members of the brain injury community can participate, regardless of their physical mobility level or location**. That makes this event **incredibly unique and exceptionally impactful** for the people it benefits.

**For survivors grappling with rebuilding their lives, and often very identities, after a brain injury, this kind of inclusion and support is invaluable.**

And we haven't even gotten to **what the funds from this inclusive event support**.

**Every dime raised by Run, Walk & Roll supports scholarships to Camp Can Do**, an annual field trip sponsored and facilitated by the Brain Injury Alliance of Arizona. Camp Can Do is one of the only truly accessible campsites in the country, set up to allow every camper to participate in hikes, group activities and even horseback riding, no matter where they are on their brain injury recovery journey.

**As a collegiate and professional athlete, and former player for the Seattle Seahawks football team, I understand the value of setting a physical and mental goal and reaching it**. If reaching that goal can help others, too, then I'm definitely all in.

I also know what it's like to be concerned about my brain health and the health of my professional community and team mates while competing.

After my sports career, I was cast as a lead on ABC's That Bachelor. That experience made me keenly aware of the incredible power (and the dark side) of social media and fame. **Taking the lessons I learned from that experience, including how to grow from both the good and bad of every situation, reignited my passion for physical fitness and mental health.**

**That's why I am thrilled to join our Run, Walk, and Roll participants and help make this year's walk a huge success.** Run, Walk & Roll combines the mental health benefits of building resilience through goal setting, the physical benefit of being active no matter what physical challenges exist, and ultimate inclusivity through virtual participation. All while supporting rich and meaningful lives for brain injury survivors. I can't think of an event more in alignment with my values.

**I hope to see you out on race day, or lace up your running shoes, log in on social media and compete virtually! However you participate, I'll be right by your side!**

Cheers!

Clayton Echard • 2024 CHAIR





**Brain Injury  
Alliance**  
ARIZONA

**March 23, 2024**  
**Kiwanis Park**  
**Tempe, AZ**

**HELP  
SURVIVORS  
OF BRAIN  
INJURY GET  
BACK IN  
THEIR RACE!**



**10K - 5K - 1-Mile Fun Run**

## RECOVERY IN MOTION

Every year, brain injury impacts thousands of Arizonans, often turning their lives upside down in an instant. At the Brain Injury Alliance of Arizona, we help survivors and their families face the realities of this invisible disability.

With your Run, Walk, & Roll sponsorship, you can help us fulfill our mission of improving the lives of everyone affected by brain injury.

It's a win/win for all involved. This fun event has grown in popularity among runners throughout the state, as well as non-athletes who want to do their part to help the community.

## REGISTRATION & SPONSORSHIPS

Scan QR Code or visit [www.biaaz.org/rwr](http://www.biaaz.org/rwr)



### Every registered participant receives:



- ☆ Custom Event Cotton T-Shirt\*
- ☆ Custom Event Medal\*

For sponsorship opportunities,  
contact Carrie at [info@biaaz.org](mailto:info@biaaz.org)  
602-508-8024 or text 520-310-3301

*\*This year's medal will be designed by Clayton Echard.*





**EVERYBODY PLAYS** All proceeds from the Run, Walk, & Roll 10K-5K-1-Mile Fun Run go directly toward the Brain Injury Alliance’s socialization and recreation program, including Camp Brain, game night, field trips, and movie nights.

## THE ADVANTAGES OF ADAPTIVE SPORTS & RECREATION

Our goal is to make sure that everybody who wants to play has the opportunity to join in, regardless of their ability.

For individuals living with a disability, participation helps develop independence, social skills, self-esteem, and self-awareness, as well as improved physical and emotional health, including reduced depression and anxiety from isolation.

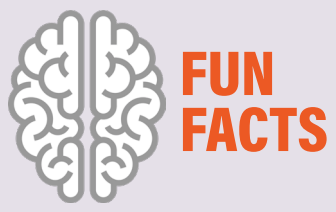
It also allows families to share more fun and adventures, whether it’s hiking or just hanging out at the park.

Other advantages of staying active include:

- Better sleep
- Improved blood sugar
- Increased flexibility
- Decreased risk of heart disease
- Improved cholesterol
- Less pain
- Healthier weight
- Improved mood
- Stronger muscles

SPOILER ALERT: By getting involved with adaptive recreation, you may have too much fun, make too many new friends, and create new neuro pathways. It’s a chance you just may have to take!

## COGNITIVE FITNESS IMPROVES WITH PHYSICAL ACTIVITY



- 💡 You have a 31% lower risk of dementia
- 💡 Studies show 7,500 steps/day translates into 1.4 to 2.2 years of slower brain aging
- 💡 Active people learn faster



# 2023 HIGHLIGHTS



# SPONSORSHIP OPPORTUNITIES

## 10K MASTERMIND - Presenting Sponsor (exclusive, 1 available)

- 💡 Premium logo placement (front) on all custom event cotton T-shirts
- 💡 Banner opportunities at start line, finish line, and along route
- 💡 Two (2) 10x10 exhibitor spaces in prominent location
- 💡 Opportunity to hand out giveaways/coupons in swag bags to all attendees
- 💡 Company representative kicks off 10K and Fun Run
- 💡 Company representative makes verbal remarks and participates in awards ceremony
- 💡 Top-tier logo recognition in collateral distributed throughout Valley
- 💡 Logo in all Run, Walk, & Run emails\*
- 💡 Logo on BIAAZ website
- 💡 Four full-page ads in BIAAZ e-Zine, *The Noggin*
- 💡 Custom social media post prior to race day
- 💡 20 complimentary entries to Run, Walk, & Roll
- 💡 Banner opportunities at start line, finish line, and along route

## 5K MINDBENDER

- 💡 Logo placement (back) on all custom event cotton T-shirts
- 💡 Banner opportunities along route
- 💡 Two (2) 10x10 exhibitor spaces in prominent location
- 💡 Opportunity to hand out giveaways/coupons in swag bags to all attendees
- 💡 Company representative kicks off 5K
- 💡 Company representative makes verbal remarks after awards ceremony
- 💡 Logo recognition in collateral distributed throughout Valley
- 💡 Logo in all Run, Walk, & Run emails\*
- 💡 Logo recognition on BIAAZ website
- 💡 Two full-page ads in BIAAZ e-Zine, *The Noggin*
- 💡 Custom social media post prior to race day
- 💡 15 complimentary entries to Run, Walk, & Roll

## 2.5K MINDBLOWER

- 💡 Logo placement (back) on all custom event cotton T-shirts
- 💡 Banner opportunities along route
- 💡 One (1) 10x10 exhibitor spaces in prominent location
- 💡 Opportunity to hand out giveaways/coupons in swag bags to all attendees
- 💡 Logo recognition in collateral distributed throughout Valley
- 💡 Logo in all Run, Walk, & Run emails\*
- 💡 Logo on Run, Walk & Roll page
- 💡 One (1) full-page ad in BIAAZ e-Zine, *The Noggin*
- 💡 Custom social media post prior to race day
- 💡 10 complimentary entries to Run, Walk, & Roll

## SPECIALTY SPONSORS

### \$5,000 Swag Bag — 2 available

- Logo on 500 swag bags for event participants
- One (1) 10 x 10 exhibit space in expo area
- Recognition on social media
- 2 complimentary entries to Run, Walk, & Roll

### \$1,000 Family Fun Zone — 4 available

- Logo displayed in Family Fun Zone area
- One (1) exhibit space in expo area
- Logo in all Run, Walk, & Roll emails\*
- 2 complimentary entries to Run, Walk, & Roll

### \$750 Runners Brunch — 4 available

- Company logo or family name displayed at snack stations for walkers and runner

### \$500 Water Station — 4 available

- Company logo or family name displayed at water station along run and walk routes

### \$650 Vendor Table — 25 available

- 8-foot table, 2 chairs, and canopy in vendor area with access to participants before and after Run, Walk, & Roll

### IN-KIND SPONSORSHIP \*\*

— \$2,500 minimum value —

- Logo placement on back of all shirts
- Signage along walk route (2)
- One (1) 10x10 exhibit space in race day expo
- Logo in all Run, Walk, & Roll emails
- Logo on BIAAZ website
- 4 complimentary entries to Run, Walk, & Roll

\* email distributed to list of 9,000+

\*\* for IN-KIND SPONSORSHIP donation and for more information  
CALL: (602) 508-8024 | EMAIL: [info@biaaz.org](mailto:info@biaaz.org)







# RUN WALK & ROLL

## 2024



**Brain Injury  
Alliance**  
ARIZONA

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BRAIN INJURY ALLIANCE OF ARIZONA  
IS A QUALIFIED CHARITABLE ORGANIZATION  
QCO CODE: 22360

For sponsorship  
opportunities,  
contact Carrie at  
[info@biaaz.org](mailto:info@biaaz.org)  
call 602-508-8024  
or text 520-310-3301